November 10, 2003

To: Dr. William Flores  
CBAE Faculty and Staff  
Dean Waded Cruzada-Salas

From: Garrey Carruthers

Subject: Activities Report for November 7, 2003

I have just returned from a meeting of the National Center for Public Policy and Higher Education. Former North Carolina Governor Jim Hunt is the Chairman and I serve as Vice Chairman. The Center is currently evaluating the efficiency, affordability, and performance of higher education. The Center will soon issue its third report card which will grade each State in terms of affordability, participation, completion, learning, and public benefits of higher education, as well as the preparation of students to enter higher education. The Center is a leading advocate of developing a seamless Kindergarten through bachelor’s degree educational system in the U.S. The Center staff is very analytical. To demonstrate the opportunities we have in New Mexico, they have provided the following:

In New Mexico, for every 100 ninth grade students,
- 60 students will graduate from high school 4 years later,
- 36 students will enter a university or college,
- 22 students will still be enrolled in their second year, and
- 11 students will graduate with an Associate’s degree within three years or a Bachelor’s degree with six years.

The National average of graduating for college is 18 students and the only state producing fewer college graduates from the 100 freshmen is Alaska.

ADMINISTRATION

- I met with Trevor Loy of Flywheel Ventures regarding his interest in our Entrepreneurship Center. Trevor is helping UTEP with their Kaufman Foundation request for $5,000,000. He has connections with the Kaufman Foundation and has offered to assist our Center if we wish to apply to Kaufman for funding. I have just received a request for proposal for $50,000 for planning money to assist Centers.
- We had a nice article on the e newsletter in the local paper. Several folks have inquired to see if they can get on the subscription list. I will forward the names to Chris Erickson. If you hear of folks who wish to receive the e newsletter, please send their email address to myself or Chris.
- Several of we chickens met with officials of the Professional Golf Association who were here to evaluate our Professional Golf Management Program. I understand they will issue their report soon. The exit interview left Kathy Brook with the impression that we have some issues to address but that it was a good review.
- I served as Master of Ceremonies and Auctioneer for the Governor’s Ball for Children’s Charities, held Friday night in Albuquerque. Governor Richardson and his wife and the Rotary Clubs of West Texas/New Mexico were co-sponsors of the event. I auctioned 6 items for a gross of $28,500 (including selling a $1,000 set of golf clubs for $3,500).
have a backup career as an auctioneer, as long as the audience is filled with wealthy folks ready to help the Governor and First Lady with children’s charities.

- Dr. Flores, Regent Laura Conniff, Dean Jeff Brandon, Agricultural Secretary Miley Gonzales and I attended several functions in Santa Fe with the President of Mexico Vicente Fox. He is very impressive, particularly in discussing education and his aspirations for his citizens. Mexico has 35,000,000 school age kids, and about the same number of illiterate adults, hence, he seems much more focused on educational issues than his predecessors. He is the first “minority party” President of Mexico, so he talked some about changing the political culture of his nation. (I sympathized with him about being a minority party member – been there, done that!) He had a number of members of his Congress with him. We (NMSU) have so many opportunities to be helpful in this nation!

- Our New Mexico First Committee (chaired by Tony Popp) will be meeting with representatives of that organization this Friday to firm up the outline for the background book which will be used to guide the Town Hall meeting in the spring. The subject of the Town Hall will be “Small and Emerging Businesses in New Mexico”. Thanks to Tony and his gang for their willingness to take on the task of prepping for the Town Hall. Regent Jim Manatt is the Chairman of this event and it will be held on campus, probably in March.

- As a heads up, the Management Department has just completed an investigation of cheating on exams using cellular telephones. Friends of the students in the class stationed themselves outside the class, read the results of the exam which were posted as soon as the exam was handed out to the students (so those examined could get instant feedback after completing their test), and relayed the answers via text messaging to their friends inside. Cameras were used to record some of these activities. The exam results posted were also rigged (sting operation) to detect those taking advantage of the cellular scheme. It has been determined that as many as 7 students may have participated in cheating. All will receive an F in the course, per the warning given in the course syllabus.

- Kevin Boberg met with Kathy Hansen (PSL), Anthony Hyde (M-TEC), and Rebecca Rizzuti (Office of Senator Jeff Bingaman) to finalize plans for the upcoming Automobile Industry Group visit to NMSU. Sponsored by the NM Economic Development Department (NMEDD) and the Office of Senator Jeff Bingaman, and hosted by the CBAE, the program aims to increase collaborative R&D, student recruiting, and workshops between NMSU and industry in Cd. Juarez and Chihuahua. Representatives from Delphi, Siemens, Yazaki, Visteon, and Johnson Controls will be attending. This is part of the NMEDD’s Labor Force and Supplier Development Initiative. NOTE: Gayle Dollarhide has been instrumental in making arrangements for this meeting, which has not been easy given the large numbers of groups involved in the planning effort.

- The Bylaws Committee (Drs. Tunnel, Oretskin, Remmenga, and Boberg in attendance) met to consider changes in the committee structure of the College. In addition to creating a new committee pursuant to legislation passed by the NMSU Faculty Senate, the Committee agreed to explore alternatives for rationalizing committees in the CBAE; perhaps to be more consistent with the NMSU’s Strategic Directions. Dr. Tunnel agreed to chair the Committee. Any recommendations will be reported out to and voted upon by CBAE faculty.

- Kevin Boberg attended a workshop at Los Alamos about SBIR and STTR funding programs. With funding in excess of $1.8 billion, these programs fund technology-based business development in the private sector while allowing for university participation. The Arrowhead Center will be activity involved in writing proposals
on behalf of small business to secure SBIR/STTR funding and subsequently work with entrepreneurs receiving grants and/or contracts.

- Kevin Boberg met with Pete Guzman, founder and President of Medical Lifting Devices, Inc. The company, located in Las Cruces, is looking for assistance in developing its business case, business plan, and in securing equity funding. The Arrowhead Center will work with Mr. Guzman on all facets beginning immediately, with business case and plan development during the Spring Semester to coincide with BA 502.

- Kevin Boberg met with Al Vickers and Kamran Reihani of Visuel Robotics to assess strategies for securing equity funding. We agreed on a multi-faceted approach, including SBIR/STTR, TVC (already started), SATOP, Rio Grande Angels (already started), and Sandia Small Business Development. The latter looks especially promising, as they tentatively have agreed to do product testing for Kamran. Beta testing and certification of accuracy by Sandia would substantially help make Visuel’s business case and be instrumental in securing equity capital.

- Kevin Boberg, along with Dr. Black, met with Vic Chavez and Mariann Johnston (Sandia Small Business Assistance Program), James Weddle and Patrick Glennon (Main Corridor), and Dr. Steven Walsh (UNM) to discuss areas of mutually beneficial cooperation through the Arrowhead Center and else wise. Sandia is considering contracting CBAE through Arrowhead Center for a variety of research projects and services (similar to their program with Dr. Walsh) related to technology assessment, forecasting, and business development. Dr. Walsh agreed to provide us with lessons learned as the Director of UNM’s Management of Technology Program (one of the top dozen in the world according to the IEEE), including thoughts on curriculum as we move forward with the Entrepreneurship Center; for example, Innoventure. Follow up meeting scheduled for 11.21.03 in Las Cruces.

- Kevin Boberg met with Drs. Adler and Boje about StoryMaker, a business development prospect for CBAE faculty and students. We agreed that, properly structured, this would be a good venture to be conducted through the Arrowhead Center beginning in Spring 2004. Faculty representatives to the Project Team will include, at the least, Drs. Adler and Boje.

- Kathy Brook attended the Principals and Counselors conference this week which included a showcase of the College. Celina Talamantes, Virginia Arias and Rose Byrum ably assisted with the planning of the event and Sherry Mills, Rusty Calk and Ken Martin provided great presentations on teaching quality with LEGOS® and “Who Really Wants to Be a Millionaire?”.

**ACCOUNTING & BUSINESS COMPUTER SYSTEMS**

- NMSU alumnus Sam Felix, CPA, made a presentation to the Beta Alpha Psi chapter on Thursday, “What Do Sandia’s Business Professionals Do?” Sam was joined in the presentation by another Sandia Labs accountant, Michael Widner.

- Five NMSU accounting students received New Mexico Society of CPAs scholarships for 2003-04: John Coon, Angela Craig, Sarita Laloo (the College’s Outstanding Graduating Senior for this semester), Mury Sutherlin, and Julia Walker. These five represent one third of all the scholarships awarded by the
scholarship committee to accounting students from New Mexico’s baccalaureate degree institutions.

- Richard Oliver met with a five-member visiting team from Los Alamos National Laboratories to discuss the Department of Justice anti-terrorism grant which he and Kerry Alt are administering to train New Mexico emergency workers for incidents of nuclear terrorism. Also in attendance were Rich Hills, Wynn Eggington, Don Birx, Ken Papp, Steve Loring, and Rudi Schoenmackers.

ECONOMICS/INTERNATIONAL BUSINESS

- Michael Ellis, Dean Carruthers, Dean Brandon from HSS and Susan Cardenas met to discuss collaborative ventures between the College of Health and Social Services and the College of Business Administration and Economics. Ms. Cardenas is a faculty member in Health Science and a PhD candidate in Education Administration. As part of her graduate work she has agreed to do an internship that would provide the ground work and preliminary information regarding joint degrees offered between the two colleges. She will be gathering information from the faculty of both colleges and putting together published information regarding similar programs nationwide. Upon completion she will present a document to both colleges outlining the various possible combinations of programs. She will also present her findings to the faculties. This will all be the basis on which we will start our deliberations on collaborative degree efforts between the two colleges.

- CBA&E co-hosted the High School Principals and Counselors conference. The event was coordinated by Dean Brook (an economist) and during the refreshment break, members of the faculty of the Department of Economics/International Business/Experimental Statistics were on hand to meet and greet the group with their offer to be another contact point for new students considering NMSU.

- Michael Ellis, Jim Peach, and Kathy Brook attended a mandatory and intellectually riveting training session on “Principal Investigator Certification”, put on by the Office of the Vice Provost for Research and the Office of Grants and Contracts.

FINANCE

- Ken Martin presented “Who Really Wants to be a Millionaire?” as an Academic Showcase event for the Aggie Experience on November 1 and at the 48th annual Principals and Counselors Conference on November 6. Barry Smith also attended the conference, representing the Finance department.

MANAGEMENT

- Mike Manning was an invited distinguished visiting professor at Illinois Benedictine University in their Executive Doctoral Program in Organization Development.

- Terry Adler conducted a two-day workshop on November 7 and 8, 2003 regarding 'Skills and Thinking of the Management Process.' This workshop is part of the college’s joint ITESM program with Monterrey Tech in Mexico.

- An article on the role of exercise in goal attainment of small business owners, (authored by Jim Bishop & others), has been picked up by several wire services.

MARKETING
Dr. Pookie Sautter was one of 12 faculty [nation wide] invited to present at the Society of Marketing Advances Annual Doctoral Consortium in New Orleans. She was invited to share her perspectives on "Excellence in Teaching," with 20 Doctoral candidates from seventeen universities.

Dr. Sautter attended the Annual meetings of the Society for Marketing Advances and participated in the session, "Meet the Editors," in her role as the incoming Editor of *Marketing Education Review*.

Dr. Michael Hyman attended the Society for Marketing Advances Annual Meeting in New Orleans where he presented a paper